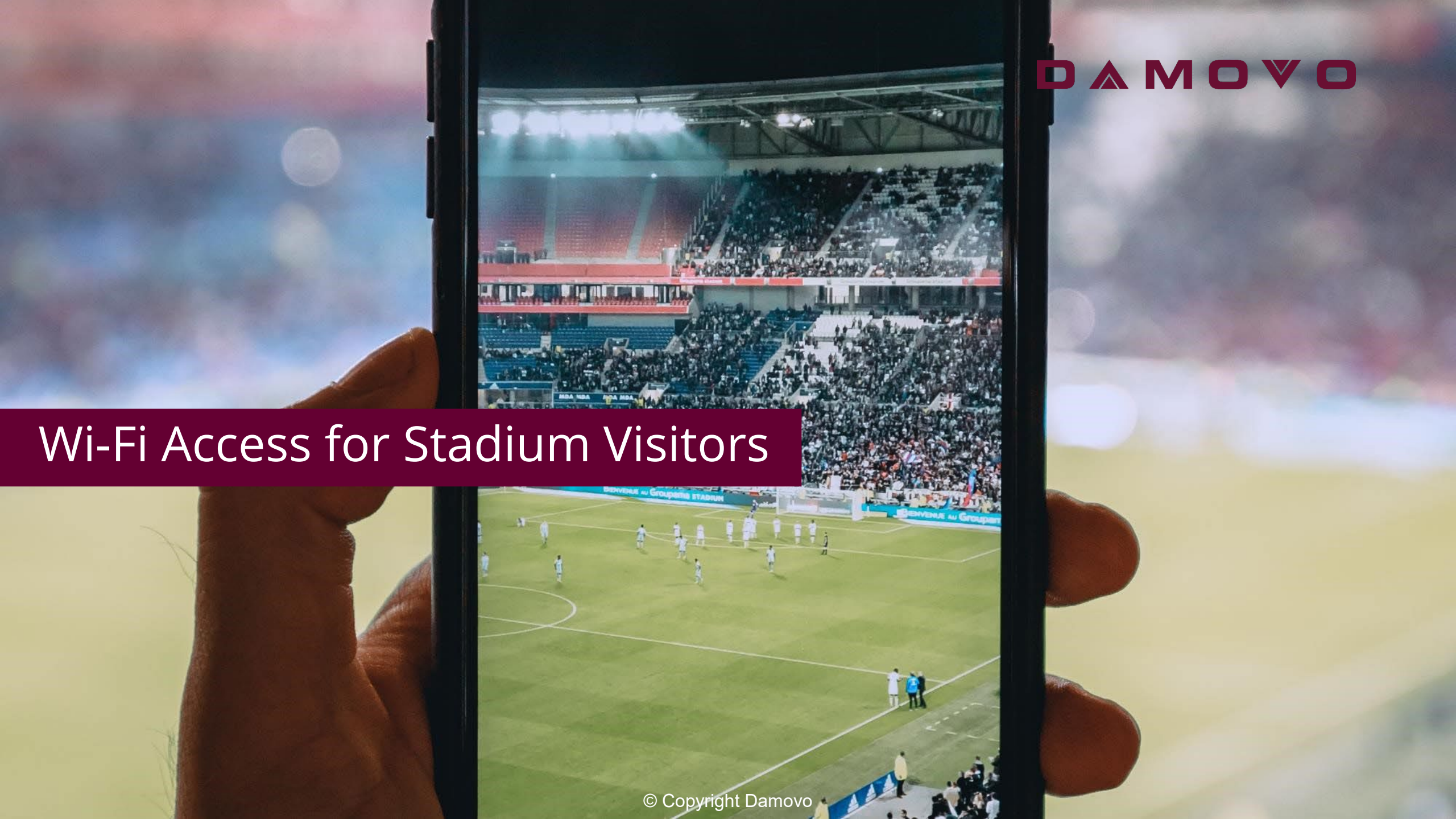


Wi-Fi Access for Stadium Visitors





Change Driver

The operator of a stadium with around 45,000 seats does not have an existing wireless LAN system for its stadium guests.

Fans have to use a lot of data volume to follow the action in other stadiums or to send pictures and videos. Network coverage inside the stadium is very poor.

The operator hopes that a high-performance WLAN will increase turnover through better utilisation of the merchandising shops and restaurant.

In general, the operator wants to provide an overall improved customer experience.





DAMOVO



Damovo Approach

Stadium visitors dial into the wireless network and are automatically taken to a start page where they register using their name and e-mail address.

Access to the Internet is authorised after a security check.

The visitor is then directed to the stadium's portal or a special campaign page of the operator.

The stadium operator has the option of influencing the surfing behaviour of users with the help of filters.

They can also draw visitors' attention to advertising campaigns and promotions on site.



How the **stadium visitors** benefit

Saving their own personal data volumes.

A much better internal reception everywhere in the stadium.

How the **stadium operator** benefits

Increase customer loyalty by offering an additional service.

Increased spend per visitor through a more targeted approach to advertising and promotions.

Creating added value for sponsors.